ABSTRACT

A pricing terminal is installed at a retail store. The pricing terminal includes an enclosure that allows a customer to be seated therein, a display screen mounted in the enclosure, a keyboard and a processor operatively connected to the display screen and the keyboard. The processor is programmed to control the display screen, receive input via the keyboard and guide the customer to perform a pricing activity. The pricing activity may include viewing an advertisement, answering survey questions, or agreeing to enter into a transaction with a third party. The customer is rewarded for performing the pricing activity by receiving a discount on a purchase transaction or another benefit.